

# Appendix


## Appendix I – Focus Group Input

The Arsh Group Inc. conducted a community workshop with the citizens participating in identifying the issues and proposing solutions. The participants were divided in three groups, each assigned to address the issues for one of the three subareas in the District. The following tables represent the major issues identified in this workshop.

### **Gateway Subarea**

WHAT	HOW
Economic development	Convention Center
Jobs	Professional office building
Travelers	High-end restaurants
Improved retail	Factory outlet stores Remove existing homes
Recognize Little Calumet River	Access points - pontoon
Highlight the Gateway	Better lighting Pylons Landscaping Signage Pedestrian friendly Human scale walkway
Link gateway to Interstate Plaza & Purdue Calumet	Link
More jobs & residents	Retail/Office/Condo on the river
Link with LCCVB	Museum Parks
Make use of Oxbow Park	Health care facility
Expand industrial tourism	
Bike friendly	Bike lane in the street
Pedestrian access to Little Calumet River	Bridge

**Corridor Subarea**

WHAT	HOW
Walker friendly retail	Greenways
More attractive for retail	Landscaping/medians to separate lanes Bring electrical toward back
Bring business	Better lighting Walkways/crosswalks
More permanent businesses	Upscale/family-oriented restaurants
More inviting area & gateway	Cooperative effort from town
More good nightlife	Add public parking Remove street parking
Improve traffic flow/access to business	Trolley system
Redevelop non-conforming areas	"Ask Dominic" Change zoning/retain character
Preserve Henry Street as historic	
More attractive off expressway	Move town garage Better lighting No "cookie cutter"
Access to Homestead Park	Improve access
Handicap accessible	

**Downtown Subarea**

WHAT	HOW
More/improved retail	Thru marketing & business
Improved parking	Increase & redo space
Cultural destination point	More art Community hall Elderly center Open air band shell
More mixed use, 2nd & 3rd floor lofts	Improve zoning More aggressive redevelopment acquisition Improved marketing More construction
New/more consistent façades	Façade guidelines & programs
Increase available area utilization	Utilize development coordinator, following master plan scheme
Adequate compensation for businesses	Purchase at market value
Improved access/foot traffic	ADA sidewalks Trolley Increase residents to downtown
Bring more people downtown	Events Housing Retail Food
Town Hall	Locate the building in Downtown

## Appendix II - Visual Preference Survey Summary

The Arsh Group Inc. conducted a visual preference survey during the first workshop. In this survey, the citizens were asked to respond to a series of slides to express their desires for the community. The images ranged from the type of housing to a variety of amenities. The responses were tabulated and results were used to guide the development of different concepts for the revitalization of the district. In all, 32 people completed the survey.

The following represents the tabulated results of the Visual Preference Survey. (Numbers in parenthesis refer to the slide number in the survey.)

- Residents prefer ample landscaping on the streets. (1, 2, 3, 6, 22, 26)
- A variety of parks and open space treatment should be provided. (5, 13, 21, 27, 32)
- A variety of amenities should be included in streetscapes and parks/plazas. (7, 8, 15, 21)
- There was no preferred “style” of amenities; most new & attractive amenities should be acceptable. (19, 24)
- Streets should be safe and attractive for pedestrians. (9, 22)
- Streetscaping designs should use high-quality materials. (11, 12, 16, 20)
- Plazas/open space should be large enough to accommodate a variety of special uses, such as festivals and concerts. (14, 31)
- Respondents strongly desire a clock tower in the district. (12, 17, 18)
- Buildings sited closer to the street are preferred. (4, 10, 25)
- New buildings should have attractive landscaping. (28, 29)
- Denser, mixed-use buildings are welcome in the district. (10, 23, 30)
- No high-rises should be built; buildings should have no more than three or four stories. (25)
- Local, neighborhood businesses are preferred over chain stores. (28)
- Parking lots are preferred to be shielded from the sidewalk. (10, 29)

## Appendix III – Stakeholder Interviews

The Arsh Group Inc. interviewed more than a dozen individuals and groups early in the planning process. These interviewed persons represented a variety of interests and responsibilities. The following exhibits the tabulated results of these interviews. It should be noted that different categories were devised after the interview to measure responses in different areas.

### Gateway Subarea

Topic Area	Description of Need	Results	
		#	%
<b>Overall Description:</b> <i>High visibility entry, landscaped and destination signage links to other retail, downtown. Coordinate with Hammond activities. Higher end development for area. Riverfront development opportunities, using synergy from Visitors Center.</i>			
▪ Landscaping/lights	Create lush landscaping, increase visibility, 46K available funding.	8	67
▪ Signage	Non-traditional, no period lights, directs towards downtown and other amenities.	7	58
▪ Building Style	Increase heights, more modern, increased parcel sizes.	3	25
▪ Building use	No retail, higher quality businesses, higher quality restaurants, hotels/convention center and entertainment. Hospitality uses.	6	50
▪ Public Works bldg	Relocated public works building to downtown or somewhere else	6	50
▪ Housing type	None		
▪ Housing style	None		
▪ Retail type	Michigan City Light House Mall or no retail.	2	1.6
▪ Retail style	None		
▪ Parking type	Surface, off street.	3	25
▪ Parking style	Landscape buffer, behind building parking.	4	33
▪ Vehicular traffic	Slow and direct to other businesses, visually link to downtown.	4	33
▪ Pedestrian traffic	Linkage to Hammond via bridge and bike paths to Park	3	25

**Corridor Subarea**

Area of Interest	Description of Need	Results	
		#	%
<b>Overall Description:</b> <i>Corridor should be more family &amp; business friendly. Work proposed for reconstruction in 2007/2008. Signalization Lincoln on Kennedy, left turn lane. No development similarities to Calumet Avenue. Town Theater good anchor needs amenities.</i>			
▪ Landscaping/lights	Utility poles should be removed. Lighting and landscaping, tree lined.	7	58
▪ Signage	Non-traditional, no period lights, directs towards downtown and other amenities.	7	58
▪ Building Style	Modify to provide a uniform standard for existing business. Crowel, Kozlowski good model. Expand parcels for larger businesses. Multi-Story 2-4 stories.	6	50
▪ Building use	Mix of local and national business brand	6	50
▪ Public Works bldg	Expand parcels for larger home lots.	3	25
▪ Housing type	Upscale modern single-family developments	4	33
▪ Housing style	Upscale shopping, restaurants	5	41.6
▪ Retail type	Modern ,uniform ,visible, style connect east and west side of Kennedy via retail uses.	4	33
▪ Retail style	Increase surface, off street parking in the rear.	4	33
▪ Parking type	Landscape buffers and behind buildings or side drives.	4	33
▪ Parking style	Slow traffic to encourage foot traffic.	4	33
▪ Vehicular traffic	Increase foot traffic, create safe sidewalks.	4	33

**Downtown Subarea**

Area of Interest	Description of Need	Results	
		#	%
<b>Overall Description:</b> <i>Create a theme for the downtown. Increase foot traffic and include events/attractions and nighttime entertainment. Downtown Patrol planned. Attract professional businesses, technology. Connect LaPorte Avenue to Indianapolis Blvd.</i>			
▪ Landscaping/lights	Recently completed.		
▪ Signage	Visible directional signage for downtown. Gateway style	6	50
▪ Building style	Multi-Story > 3	5	41.6
▪ Building use	Mixed development, governmental, residential, entertainment,	6	50
▪ Public Works bldg	Include in downtown development and other governmental buildings.	3	25
▪ Housing type	High density, town homes, senior living	5	41.6
▪ Housing style	Two-story	4	33
▪ Retail type	Mixed uses, upscale restaurants, brand name, Starbucks, etc.	6	50
▪ Retail style	Uniform look	5	41.6
▪ Parking type	On street parking	3	25
▪ Parking style	Landscape buffers	3	25
▪ Vehicular traffic	No preference		
▪ Pedestrian traffic	Increase foot traffic and pedestrian friendly circulation.	8	67